Sales

1221
1222
1223
1226
1229
ROM
PC
MC
SC
PA
RSM
RSM

Retail

1222 20

RJ Reynolds Tobacco Company

G. H. Moulton
6500 Jericho Turnpike #207
Commack, New York 11725
Phone: 516-499-0254
Fax: 516-499-572
Voice # 46958

December 9, 1997

Subject: Amoco #0003-70-00

To: All Division Manager, Retail Managers, Sales Reps and Retail Reps Involved

There are thirty (30) Amoco Corporate operated stations in the New York Metro Area. Most locations are small Kiosk stations with limited space compounded by local restrictions requiring all pumps be visible at all times.

A ridewith was completed and the attached plan-o-grams were developed for implementation beginning the week of December 29th with a completion date of mid January. Those involved are to place displays as indicated on the plan-o-grams. *The displays are being shipped directly to the stations with an estimated arrival of 12/22/97.* you will need to bring advertising for the displays. This may require you to remove a B&W display as their contract is terminating. If so, please leave the B&W display with the station manager for return.

Most locations will have a total of five (5) industry displays, three for PM and two for RJR. There are several locations that are authorized additional displays, but only those indicated on the plan-o-grams. The displays should be loaded per the plan-o-gram with Full Price and Doral. Doral is given a tray as it will be promoted through Amoco Corporate during 1998. The load for the Full Price Display(s) should be loaded according to the market area, but definitely use the BOX BRANDS in all full price loads.

A promotion schedule and a distribution will be developed and communicated through Corporate in Chicago. *If you have any problems with compliance please contact me.* Please *Voice Mail Pat Klein @ #815265 as locations are completed. If you have any problems please Voice Mail me @ #46958.*

Thank you for your usual good follow through.

Happy Holidays

Sincerely,

George

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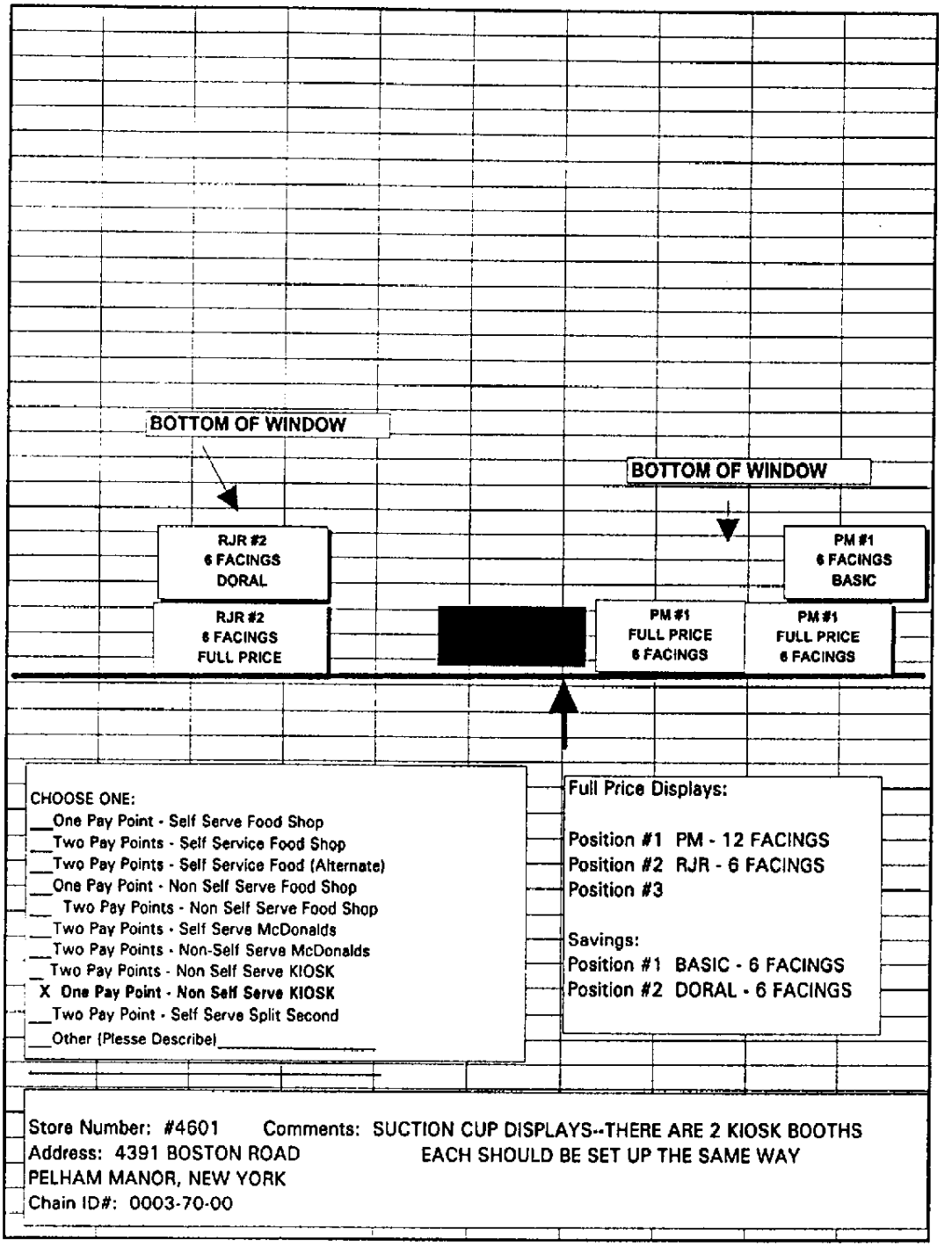

CHOOSE ONE:
___One Pay Point - Self Serve Food Shop
___Two Pay Points - Self Service Food Shop
___Two Pay Points - Self Service Food (Alternate)
___One Pay Point - Non Self Serve Food Shop
___ Two Pay Points - Non Self Serve Food Shop
___Two Pay Points - Self Serve McDonalds
___Two Pay Points - Non-Self Serve McDonalds
__Two Pay Points - Non Self Serve KIOSK
X **One Pay Point - Non Self Serve KIOSK**
___Two Pay Point - Self Serve Split Second
___Other (Plesse Describe)_____

Full Price Displays:

Position #1 PM - 12 FACINGS
Position #2 RJR - 6 FACINGS
Position #3

Savings:
Position #1 BASIC - 6 FACINGS
Position #2 DORAL - 6 FACINGS

Store Number: #4601
Address: 4391 BOSTON ROAD
PELHAM MANOR, NEW YORK
Chain ID#: 0003-70-00

Comments: SUCTION CUP DISPLAYS--THERE ARE 2 KIOSK BOOTHS EACH SHOULD BE SET UP THE SAME WAY

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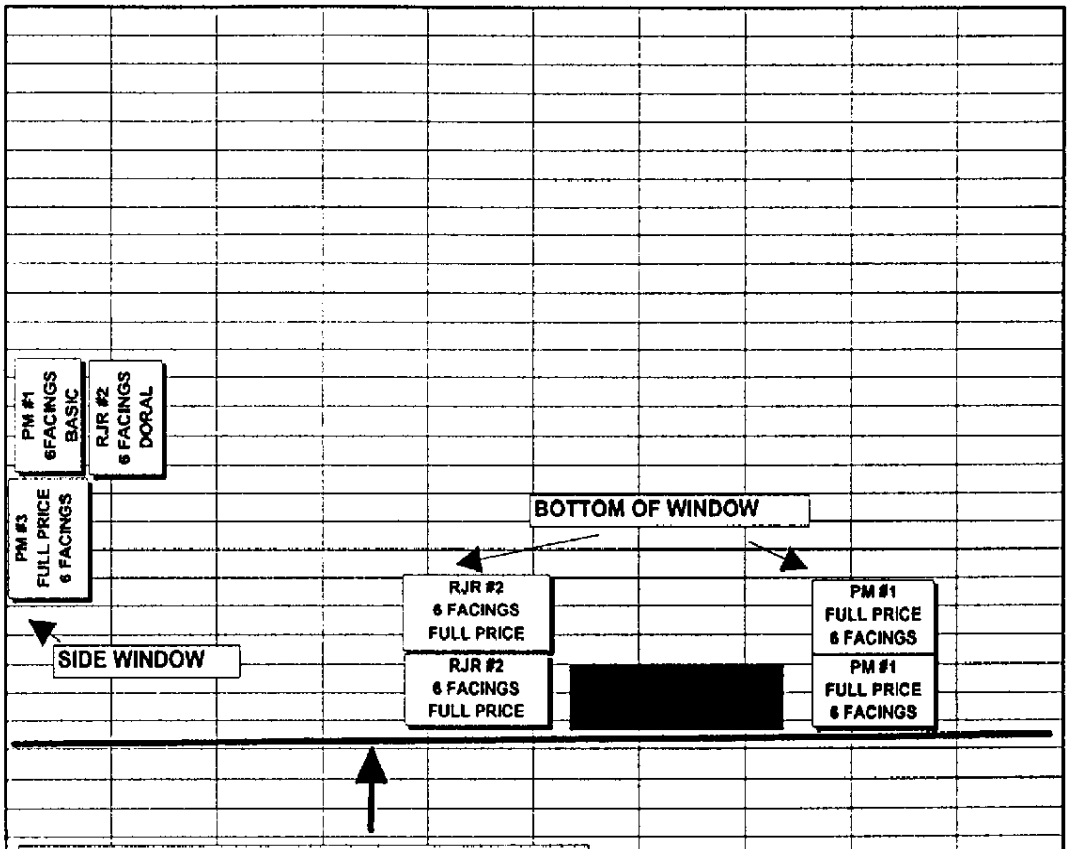
#4597



CHOOSE ONE:

__One Pay Point - Self Serve Food Shop
__Two Pay Points - Self Service Food Shop
__Two Pay Points - Self Service Food (Alternate)
__ One Pay Point - Non Self Serve Food Shop
__Two Pay Points - Non Self Serve Food Shop
__Two Pay Points - Self Serve McDonalds
__Two Pay Points - Non-Self Serve McDonalds
__Two Pay Points - Non Self Serve KIOSK
X One Pay Point - Non Self Serve KIOSK
__Two Pay Point - Self Serve Split Second
__Other (Plesse Describe)_____

Full Price Displays:

Position #1 PM - 12 FACINGS
Position #2 RJR - 12 FACINGS
Position #3 PM - 6 FACINGS

Savings:

Position #1 BASIC - 6 FACINGS
Position #2 DORAL - 6 FACINGS

Store Number: #4597
Address: 102 YONKERS AVENUE
YONKERS, NEW YORK
Chain ID#: 0003-70-00

Comments: SUCTION CUP DISPLAYS

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